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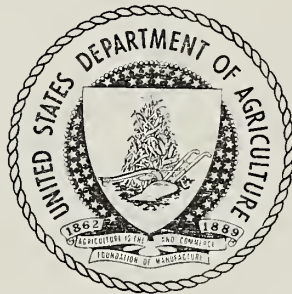
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TO ALL EMPLOYEES: Next year the Department will celebrate its Centennial anniversary. We want it to be meaningful for each employee and for each of you to take a part. From time to time we will use this means of keeping you informed regarding the Department's developing Centennial plans.--Frank J. Welch, Chairman, USDA Centennial Committee.

UNITED STATES DEPARTMENT OF AGRICULTURE

CENTENNIAL 1862-1962

USDA Centennial Committee



OCTOBER 1961

1962

UNITED STATES DEPARTMENT OF AGRICULTURE CENTENNIAL YEAR

SECRETARY ORVILLE L. FREEMAN has announced that the Department of Agriculture will observe in 1962 the Centennial anniversary of its establishment. President Lincoln signed the act creating the Department on May 15, 1862.

Official recognition of the anniversary was obtained when President Kennedy, on August 25, signed into law a Joint Resolution of the Congress which declared "That it is fitting and proper to commemorate the centennial of the establishment of the Department of Agriculture by appropriate celebration." In keeping with a provision of the Resolution, the President issued a proclamation designating 1962 as the United States Department of Agriculture Centennial Year. (For the complete text of the proclamation, see page 3.)

Plans for the Centennial observance have been formulated by the USDA Centennial Committee. Members are:

Frank J. Welch, Assistant Secretary, Chairman
Joseph M. Robertson, Administrative Assistant Secretary, Vice Chairman
Byron T. Shaw, Administrator, Agricultural Research Service
Richard E. McArdle, Chief, Forest Service
Donald A. Williams, Administrator, Soil Conservation Service
Horace D. Godfrey, Administrator, Agricultural Stabilization and Conservation Service
E. T. York, Jr., Administrator, Federal Extension Service
S. R. Smith, Administrator, Agricultural Marketing Service
Nathan M. Koffsky, Administrator, Economic Research Service
George A. Barnes, Assistant to the Secretary
R. Lyle Webster, Director of Information
C. L. Grant, Director of Finance
J. K. McClarren, Assistant Director, Office of Information, is executive secretary.

Objective of the Centennial

THE OBSERVANCE of the Department's Centennial is not an occasion for self-praise. The Department has made significant contributions to the development of American agriculture, but others have also contributed: Our land-grant colleges and State universities, State departments of agriculture, farm organizations, agricultural societies, individuals, trade groups, commodity groups, and industries associated with agriculture. The great architects of America's productive and efficient agriculture, however, are the individual farmers and ranchers who have put into constructive use the research, service, and educational work of the Department and others.

Since present-day American agriculture is the result of a combined effort, the Department's Centennial will be viewed as an opportunity to call public attention to the contributions of the entire agricultural enterprise--

- (1) To the health and welfare of every individual
- (2) To our national economic growth
- (3) To furthering the development of underdeveloped Nations

Centennial Activities

A WORLD FOOD FORUM will convene in Washington on the Department's anniversary date--May 15, 1962--to mark the opening of the Centennial observance. The Centennial dinner will be held that evening. The forum will consider the contributions of American agriculture in furthering the democratic aspirations of underdeveloped Nations.

Centennial dinners, co-sponsored by the land-grant colleges and the Department, will be held subsequently in the States at the land-grant college location. USDA Clubs that are nonresident at land-grant college locations are encouraged to hold Centennial dinners, as are other USDA and State workers in areas where their number justifies.

- A special program for industry participation in the Centennial is being developed.
- The 1962 Yearbook of Agriculture will emphasize our present stage of agricultural development, and indicate possible future development trends.
- The first comprehensive history of the Department will be published.
- The Department is conducting a nationwide search for 300 photographs that will be assembled into an exhibit which will depict a century of American agricultural development.
- The issuance of a commemorative postage stamp has been requested.
- "Agriculture, U.S.A.," a half-hour motion picture in color is in production.
- A series of 13 quarter-hour films for TV showing is being produced by Department agencies.
- A Centennial poster will be available for general distribution.
- A Centennial information kit is being prepared for distribution to the mass media.
- A Centennial symbol has been developed which is appearing on Department stationery, and on its educational materials. It bears the slogan, "Growth Through Agricultural Progress."

Agency Centennial Committees

EACH DEPARTMENT AGENCY has appointed an Agency Centennial Committee to develop agency plans for the observance of the Department's anniversary. Through special activities developed by these committees, the Centennial will be taken directly to farm and nonfarm people throughout the Nation.

Chairmen of agency committees are:

Agricultural Marketing Service--Omer W. Herrmann
Agricultural Research Service--Ralph W. Sherman
Agricultural Stabilization and Conservation Service--James W. Browning
Commodity Exchange Authority--R. Corbin Dorsey
Cooperative State Experiment Station Service--Werner P. Meyer
Economic Research Service--Sherman E. Johnson
Farmer Cooperative Service--M. A. Abrahamsen
Farmers Home Administration--Lawrence Brock
Federal Crop Insurance Corporation--William H. Rowe
Federal Extension Service--Eunice Heywood
Foreign Agricultural Service--W. A. Minor

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**UNITED STATES DEPARTMENT OF AGRICULTURE
CENTENNIAL YEAR**

By the President of the United States of America

A Proclamation

WHEREAS May 15, 1962, marks the centennial of the approval by President Lincoln of legislation establishing the United States Department of Agriculture; and

WHEREAS the Department of Agriculture through its research, service, and educational work has enabled our farmers and ranchers, processors, and distributors to provide the food, fiber, and wood products necessary to a healthful, vigorous, and expanding population through increased efficiency in the production, utilization, and marketing of agricultural products; and

WHEREAS an economically sound agriculture and a rewarding rural life are essential to the national well-being; and

WHEREAS our productive agriculture has enabled the Government and many private organizations to initiate programs to alleviate hunger and suffering among peoples throughout the world; and

WHEREAS the emergence of a progressive, efficient, and productive agriculture during the one hundred years since the establishment of the Department of Agriculture has resulted in large measure from the close cooperation between the Department of Agriculture and the national system of land-grant universities and colleges which was founded under the first Morrill Act of July 2, 1862, and this historical anniversary will also be observed during the same year; and

WHEREAS the Congress, by a joint resolution approved August 25, 1961, has requested the President to issue a proclamation designating 1962 as the centennial year of the establishment of the United States Department of Agriculture:

NOW, THEREFORE, I, JOHN F. KENNEDY, President of the United States of America, do hereby designate the year 1962 as United States Department of Agriculture Centennial Year; and I request the Department of Agriculture to plan and to participate in appropriate activities recognizing the anniversary to the end that the centennial may serve as an occasion to commemorate the contributions of agriculture to the health and welfare of every citizen, to the national well-being, and to the development of emerging nations.

I also request that, in its centennial observances, the Department of Agriculture cooperate with land-grant universities and colleges in recognition of a century of mutually beneficial cooperative relationships, and with other appropriate organizations and individuals.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the United States of America to be affixed.

DONE at the City of Washington this twenty-fifth day of August in the year of our Lord nineteen hundred and sixty-one, and of the Independence of the United States of America the one hundred and eighty-sixth.

(SEAL)

JOHN F. KENNEDY

By the President:

DEAN RUSK

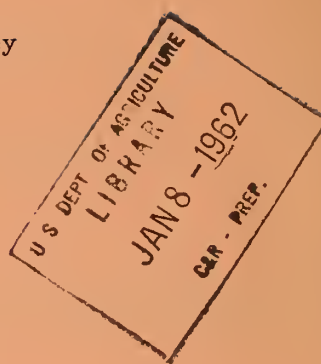
Secretary of State.

Chairmen of agency committees--continued

Forest Service--W. W. Bergoffen
Rural Electrification Administration--William E. Spivey
Soil Conservation Service--D. Harper Simms
Statistical Reporting Service--Sterling R. Newell

Staff Office representatives are:

Library--F. E. Mohrhardt
Budget and Finance--John L. Wells
Personnel--Max P. Reid
Plant and Operations--F. R. Mangham
Office of the General Counsel--R. F. Koebel



County Centennial Chairmen

DEPARTMENT EMPLOYEES in each county will select a Centennial chairman who will be responsible for the development and coordination of Centennial activities in the county.

Centennial Speakers Bureau

A SPEAKERS BUREAU will assist program committees to obtain speakers for State, regional, and national events. Elmo J. White, Office of Information, is chairman. Requests should be specific as to (1) place, date, and time; (2) sponsor or sponsors; (3) nature of event.

Participation and Cooperation

SECRETARY FREEMAN has issued a general invitation to all farm and nonfarm groups to participate and cooperate in Centennial activities. A special effort to obtain broader understanding among nonfarm people of the contributions of American agriculture is encouraged.

Land-Grant College Centennial

THE YEAR 1962 will also mark the Centennial anniversary of the passage of the first Morrill Act (on July 2, 1862), which provided grants of public lands to the States for the establishment "of at least one college where the leading object shall be, . . . to teach such branches of learning as are related to agriculture and the mechanic arts, . . ."

A Joint Resolution recognizing the anniversary of the Morrill Act was also passed by the Congress. President Kennedy signed the legislation on August 25, at which time he issued a proclamation in which he requested "that the agencies of the Government cooperate with the land-grant universities and colleges throughout the academic year 1961-1962 in recognizing the historical and present close cooperative relationship of such institutions with the Departments and establishments of the Government."

From their beginnings our land-grant colleges and the Department have maintained close cooperative relationships. In 1887 the Hatch Act was passed, which laid the basis for our nationwide system of State agricultural experiment stations. In 1914 the Smith-Lever Act was passed, which established the Federal-State cooperative agricultural extension service.

The American Association of Land-Grant Colleges and State Universities and the Department have worked together closely in developing plans for their Centennial observances. They will participate jointly in several events.

